



2022

Outside Of The Box Doing Business

Linda Murray Bullard, MBA PMP SMM Expert

Introduction

The Business Plug

Cornell University
University of Tennessee
Bryan College
Chattanooga State Community College
Project Management Institute
LSMB Business Solutions
Chattanooga's 2021 Gold Club

Business Funding

Seeking Grants, Loans, Investors

Outside of the Box

Business Funding

Make The Ask

With all the different businesses wanting to support minority businesses

- Establish a relationship with your banker
- Establish relationships with businesses you could use
- Ask your family and friends for suggestions
- Make a list of all the businesses you could work with, if you had access

--Understand what their prerequisites are

Fiscal Sponsorships

Fiscal Sponsorships helps for profit businesses partner with nonprofit businesses to serve the community. Who could your business benefit in your community?

- What nonprofit could you do a fiscal sponsorship?
- Who is funding groups your business could serve?
- Make a list of the various people who serve your customers

Collaborations Are Hot Sauce

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Whose Business Complements Your Business?

Business Know-How
Finances

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Collaborations

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Creative

Two or more get together to create something new or fulfill a specific goal.



Connective

Bringing together information from various sources



Compounding

Coming together to expand on a previous success



Unified Front

Motivation and Communication



Diverse

Diversity and Sharing



Documentation

SOPs and Problem-Solving

Your Targeted Customers

Using Data To Find Them

What The Metrics

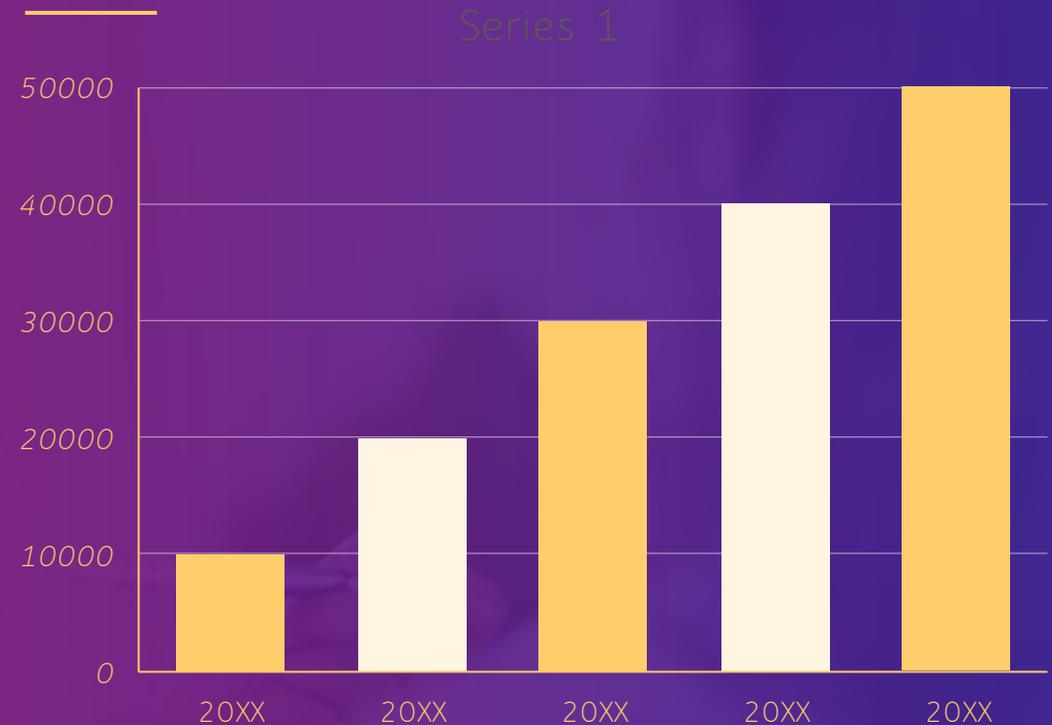
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Managing with Data

Dissect your analytics

- Who is reaching out to you?
- What are they reaching out for?
- When are they reaching out?
- Where are they reaching out from?

Insights



The Extras That Mean More

Customer Data

- Email
- Birthday
- City, State
- Preferences

- Collect it
- Segment it
- Use it

Marketing Tips

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- Say “Thanks”
- Give them reasons to connect
- Loyalty programs (referrals)
- Be personal
- Utilize LinkedIn
- Ask them for feedback, suggestions, comments

From Entrepreneur

<https://www.entrepreneur.com/article/284269>

- Law of Probability, the more people who see you the more sales you will attract

\$10k In 10 Days

“We Should All Be Millionaires” by Rachel Rodgers

What Can You Create To Make \$1k

- Create something you can make \$100-\$1,000 on
- Create a list of 50 people you want to work with.
- Go here: <https://helloseven.co/growth/> Take the assessment
- Create a flyer, pass it out everywhere you go (canva.com)
- Every day do something that gets your items seen by more people

What Can You Create To Make \$10K

- If you are a speaker it takes longer so give yourself 30 days instead of 10
- Be consistent
- Contact at least 100 Avatars every day
- Send emails to your email list

THANK YOU!

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